

TOURNAMENT OF ROSES

Pasadena, California
New Year's Day

1935

THE STAR-NEWS
THE POST



GOLDEN
LEGENDS

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PASADENA'S 46th ANNUAL
TOURNAMENT OF ROSES





INTERRUPTING THE ROTATION of Glendale, Beverly Hills and Long Beach as sweepstakes winners in the Rose parade, Santa Barbara "stole" this New Year's show with a gorgeous conception. "The Jay and the Peacock," from Aesop's Fables. The peacocks revolved in lifelike motion, the king bird in rear having a 14 by 8 feet spread of tail. Roses, sweetpeas, chrysanthemums, delphinium, cornflowers and calendulas were profusely used on the huge float.

TOURNAMENT OF ROSES NUMBER PASADENA STAR-NEWS and POST

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Editor and Manager

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All-Round Record Tourney Goes Down in History

Brilliant Success Attends Sun-Bathed Floral Festival

IN STRIKING contrast to last New Year's Day, when rain in persistent showers spoiled the general effect but could not damp the valiant "carry-on" spirit of the participants, this year's Tournament of Roses was carried through not only on schedule but with brilliant success. The glorious sunshine came along to warm the waiting crowds, who were beginning to line the parade route almost as soon as it was light, and then the long waiting ranks at last were treated to the most colorful processional spectacle that even 44 years of Rose Tournaments have produced.

It was said of last year's parade, only held despite the rain, that it had been one of the most elaborately planned to date; but this time the record again was surpassed. This was so not only in actual number of entries but in their planning and execution. The "ohs" and "ahs", breaking every now and then into spontaneous applause, rolling along the massed ranks of spectators, told their tribute that surely warmed the hearts of the hundreds on hundreds of faithful workers who had labored through the weary night to build and decorate the floats.

THE general impression of old-timers who have seen parade after parade was that the 1935 one was a dignified, harmonious, beautiful and in every way worthy successor to previous "bests."

It certainly drew added thousands to the more than four-mile-long parade route, and every one in Pasadena knew that not for years had there been such an assemblage of out-of-town visitors.

What is again a great compliment to the efficiency of state, county and municipal police and traffic aides, there was nothing really serious calling for their intervention.

SIX well-filled divisions represented the lineup of the parade, with about seventy entries of major class. A particularly pleasing feature this year was the thought and planning given to the equestrian entries. As befitted the renewed interest in horse-racing in Southern California, and the opening of the nearby Santa Anita Park track, much more care than in recent years was given to the mounted items.

Instead of a miscellaneous division of cowboys, men and women riders, and clowns, care was taken this year to have picked, well-mounted people who would do credit to the parade. And they did! Freely was comment made that if horses had gone out of fashion since autos came in, then something had happened to work a marvelous and pleasing change in a brief space of time.

In the matter of bands, too, the Tournament was also fortunate, with more applicants than there were places to be found in the procession. Other parts of the State once again were well represented in this respect, with snappy musical marchers coming from as far afield as San Diego, Santa Barbara and Bakersfield.

Once again Pasadena, as home-city of the great midwinter Rose carnival, played host to hundreds of distinguished visitors from far and near. Governor Frank F. Merriam smilingly rode with C. Elmer Anderson, acting president of the tourney. Admiral J. M. Reeves and other notables of the Navy saw the parade pass from

a suitable vantage-point. Hotels were filled to overflowing with out-of-town guests. Alabama and Stanford followers alone reserved places for hundreds.

The neighbor community note was well carried out as in former years. One missed this year San Francisco's majestic contribution of portrayal of transbay bridge or Hetch-Hetchy water project, but Portland was in line with its timely reminder of the Rose Festival. So was San Jose with its Fiesta de Las Rosas.



Los Angeles City Birds of Paradise.

IN THIS smoothly conducted, machine-like parade, with its thousand-and-one cogs all apparently working with precision, one could give a thought to the patient year of work that had contributed to the result. Functioning in close contact with the Chamber of Commerce and other civic groups, the Tournament of Roses Association had had its plans well laid long before the holiday season. All that had been left was to hope for fine weather, and this time it came on regular schedule.

Not only did the long rectangular parade route provide room for hundreds of thousands to view the procession to advantage, but the post-parade held in Tournament Park gave the added opportunity for elderly persons, late-comers and others to see at leisure and in detail the principal floats and their wealth of floral beauty.

Rarely have flowers been displayed to better advantage than in this year's parade. The late and plentiful rains had brought along many early blooms and prolonged the blooming of chrysanthemums and other decorative material. It was noted this year that more of the flowers used on the floats were grown locally than ever before.

HAROLD LLOYD, smiling and modest among Filmdom's notables, was grand marshal, and never tired of acknowledging the crowd's ready recognition and plaudits. Many of the spectators recalled Mary Pickford's like friendliness in the parade of two years ago.

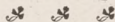
The number of private-car notables riding this year was somewhat fewer than usual, but the crowds did not seem to mind in that the divisions were better filled with float entries. Tendency was, apparently, for many persons of rank and means to entertain parties of guests in the stands and at the hotels, and to leave actual participation to decorated floats and autos and to the equestrians.

(Continued on next page)

All-Round Record Tourney Goes Down in History (Continued)

PROBABLY in line with the popular appreciation, the sweepstakes prize for floats was awarded outside of the familiar ranks of Glendale, Long Beach and Beverly Hills. Once before, in 1932, San Marino broke the sequence with a remarkable effort. This year the break came again, with Santa Barbara surprising with a convincingly splendid achievement of Aesop Fable theme.

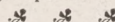
The grand prize went to a commercial concern, the Firestone Tire and Rubber Company, which used the Chinese dragon idea effectively. Long Beach fittingly took the theme prize—this year's idea being "Golden Legends in Flowers"—for a beautiful representation of Venus surrounded by gorgeous peacocks. Glendale, always prominent among the parade highlights, was accorded a special prize for its "Roc" bird of legendary speed and power.



MENTION should be made of the continued loyal service rendered to the Tournament authorities by Pasadena municipal departments, and especially the parks, water, light and power offices. Each year major floats are entered by these departments that would do justice to any of the leading professional designers; and each year the city employes who perform this extra service for the benefit of residents and visitors alike have to be content with a mention.

The Chamber of Commerce, the Merchants' Association, the United Service Clubs, the Realty Board and other service groups similarly do their part in entering creditable floats to add to the general enjoyment of the colorful moving scene. The leading hotels and a number of progressive commercial concerns also demonstrate their faith in Pasadena and their appreciation of the publicity value of the Tournament of Roses.

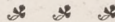
Without doubt, too, the Tournament leaders would be the first to pay warm tribute to the ready cooperation lent to their efforts by neighboring communities, who are glad to put a willing shoulder to the wheel—and, incidentally, supply the zest of friendly rivalry—to help Pasadena groups make a wholly successful tourney.



AS THE crowds viewed the moving spectacle of floats proceeding through a large portion of the business and residential area of Pasadena, they saw a number of items that were new and pleasing, in addition to the horseback riders.

The marshals and their aides heading the six divisions this year were decked out in new, if a little somber finery. Fallen in together they would have made a fine company of Black Hussars, with their shakos and military capes. At the head of their respective divisions, they helped out the note of precision in uniform.

There were this year not so many walkers in the parade, though those there were took the eye for colorful costumery. In previous years always some sympathetic ones in the spectating ranks have been sorry for those who had to walk; the sympathy this time was not needed!



SOME of that sympathy, however, was held over for the tiny tots who rode on several of the floats. It was a wonder to many of those looking on how it was possible for youngsters of such tender years to keep their apparently precarious seats. The crowds got a reassuring smile out of one babe, perched in a sort of pendant basket, calmly nodding in sleep regardless of any and everything that might be going on around.

And yet it was wholly appropriate to the theme of "Golden Legends" that these children should be well in the picture of the parade, for if children may not be taken up in fancy by legendry, who shall?

More than ever before, too, the parade just closed kept closely to its theme. Riders on floats were not merely bathing beauties set on the vehicle to attract attention, but in nearly every case fitted into the "legend" idea of the individual float.

As the compliments still pass on the all-round success of the 1935 Tournament of Roses, many who have watched the progress year by year of this Southern California holiday spectacle remember, in pay-

ing tribute to Vice-President (Acting President) C. Elmer Anderson and his helpers, the loyal community service performed by the late president, Charles Cobb, who died last October.

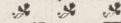
It is expected that in this coming term of office Mr. Anderson will step up as the logical president, not only in acknowledgement of his own service to the Tournament body but by virtue of his valuable experience of leadership acquired in the past few months.

PASADENA'S fame as the center of the Tournament of Roses was carried far and wide as the result of the radio broadcasts of both the parade and the Alabama-Stanford football game in the Rose Bowl. With exception of a brief interval following the parade, Pasadena was "on the air" from 9 a. m. until 5 o'clock in the afternoon, under hookup arrangements made by the tournament's broadcast committee.

In this way not only the events of the day, as seen by the hundreds of thousands of spectators and also through the experienced eyes of the broadcast specialists, but much colorful comment was sent out over the ether to the listening hundreds of thousands more.

AT THE now historic Rose Bowl patrons of the great American fall and winter game were treated to a real contest of post-season football. The gridiron setto, won by Alabama, is described fully elsewhere by Charles W. Paddock.

Thousands who did not go to the Brookside Park stadium took the occasion to make themselves acquainted with the Santa Anita Park racetrack, where the principal event scheduled was the \$5000 New Year's Handicap. Here again it was noticeable that the large numbers of out-of-town and out-of-state autos were reminiscent of pre-depression days.



List of Awards Reflect Wide Participation

FOLLOWING is the official prize-list in the 1935 Tournament of Roses:

Sweepstakes prize, Santa Barbara; Grand prize, Firestone; Theme prize, Long Beach; Pasadena Challenge trophy, Pasadena Water Department; President's trophy (equestrian), (not awarded).

CLASS A—CIVIC BODIES

First prize, Metropolitan Water District; Second, City of Los Angeles; Third, San Diego; Special award, Glendale.

CLASS A-1—CIVIC BODIES

First prize, Alhambra; Second, Pomona; Third, San Bernardino.

CLASS A-2—CIVIC BODIES

First prize, South Pasadena; Second, San Gabriel; Third, Ventura; Special award, Ventura.

CLASS D—HOTELS AND RESORTS

First prize, Coronado; Second, Huntington; Third, Vista del Arroyo.

CLASS E—BUSINESS FIRMS AND MANUFACTURERS

First prize, Standard Oil; Second, Associated Ford Dealers; Third, Golden State Creameries.

CLASS II—EDUCATIONAL UNITS

First prize, Pasadena City Schools; Second, Stanford University; Third, Burbank.

CLASS I—RELIGIOUS UNITS

First prize, Los Angeles Christian Endeavor.

CLASS J—BOY SCOUTS

First prize, San Marino.

CLASS I—GIRLS' ORGANIZATIONS

First prize, Pomona Camp Fire Girls.

CLASS C—FRATERNAL, PATRIOTIC, EDUCATIONAL, MUSICAL UNITS

First prize, Parent-Teacher Association; Second, American Legion.

CLASS F—BUSINESS GROUPS

First prize, Pasadena Clearing House; Second, Merchants' Association; Third, Realty Board.

CLASS B—MEN'S SERVICE CLUBS

First prize, United Service Clubs; Second, Junior Lions.

WOMEN'S

First prize, Los Angeles Turf Club; Women's Civic League.

CLASS G—MUNICIPAL

First prize, Park Department; Second, Light Department.



Harold Lloyd, Film Player, as Grand Marshal.



LONG BEACH, ALWAYS contender for foremost prizes, came out with a creation this year striking enough to get the theme prize. The float represented Venus with a spectacular sunray as the back-piece, made up of thousands of carnation petals shading from pale pink to white. Seven peacocks, composed of lilies-of-the-valley and orchids, flanked the sides and front of the float. Floral scrolls of strung sweetpeas gave a lacy effect at the sides. Pale pink roses and maidenhair fern went into the body of the float.



TWO OUTSTANDING CITIES of the California coast provided unusual floats. The City of Los Angeles depicted a "Bird of Paradise" with three white cranes standing in a bed of white Easter lilies, talisman roses and maidenhair fern. Thousands of white narcissi were suspended on either side of the float, representing scrolls of white lilies. San Diego had a float picturizing its 1935 California Pacific International Exposition, with theme, "Enchanted Lands," heralded by a boys' band. Many thousands of blossoms were used in the creation.



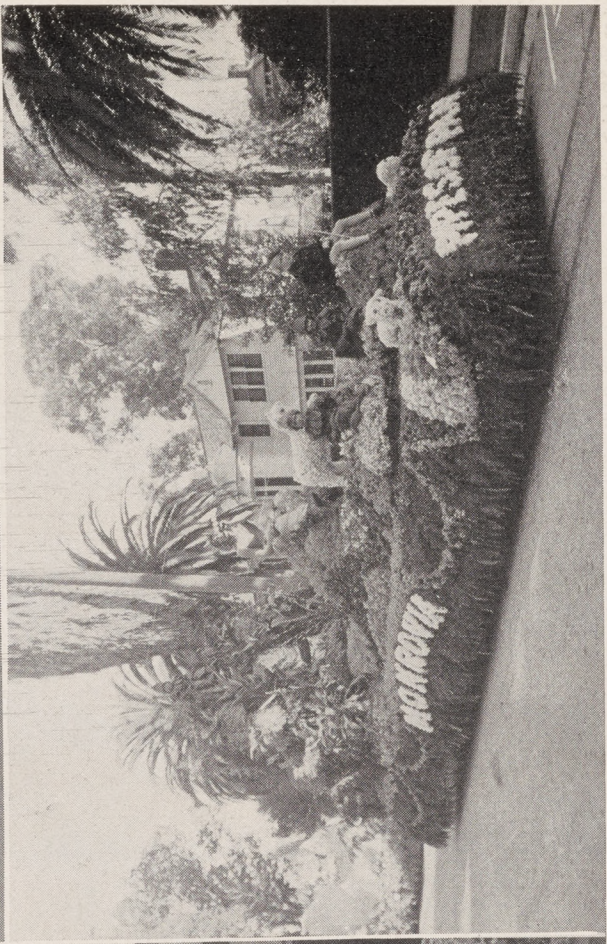
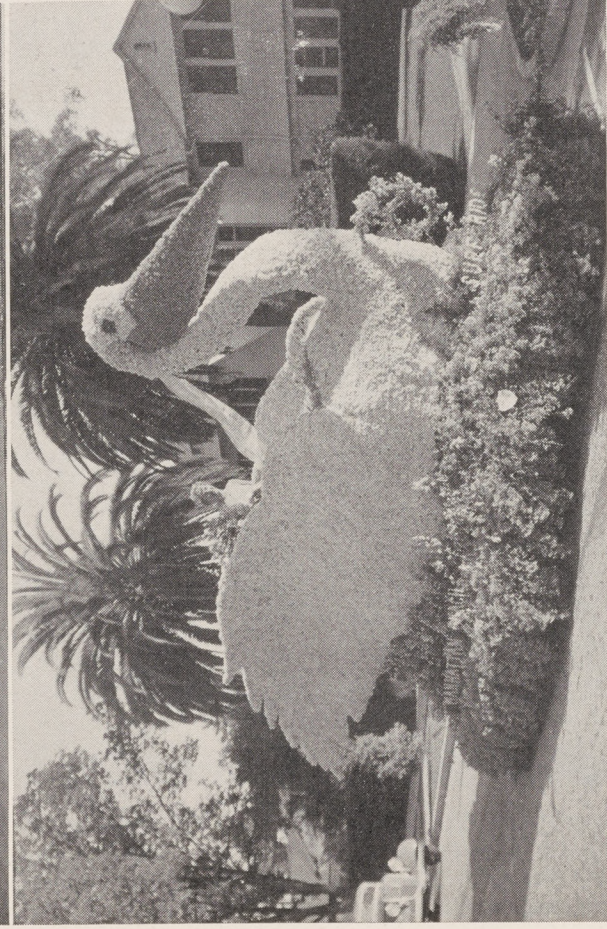
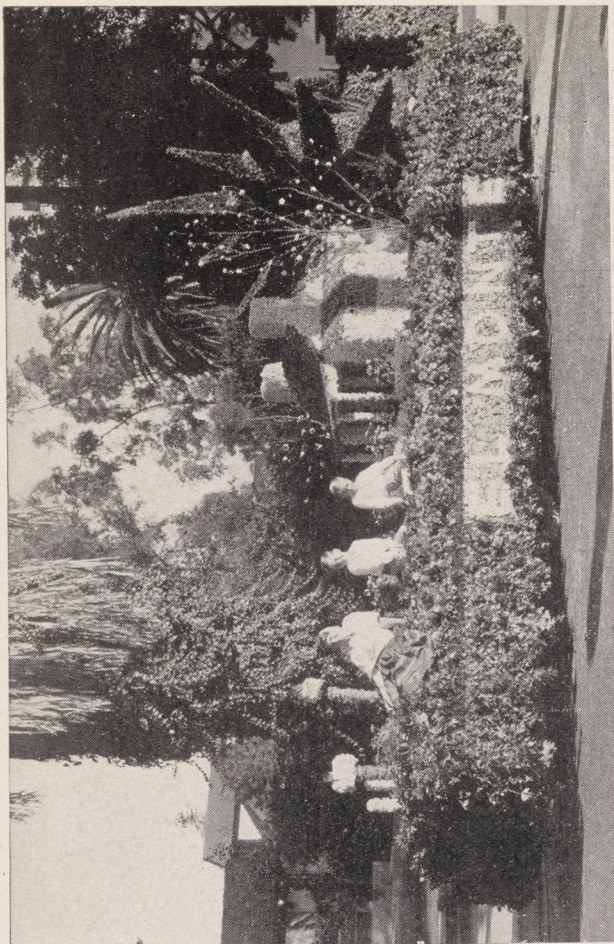
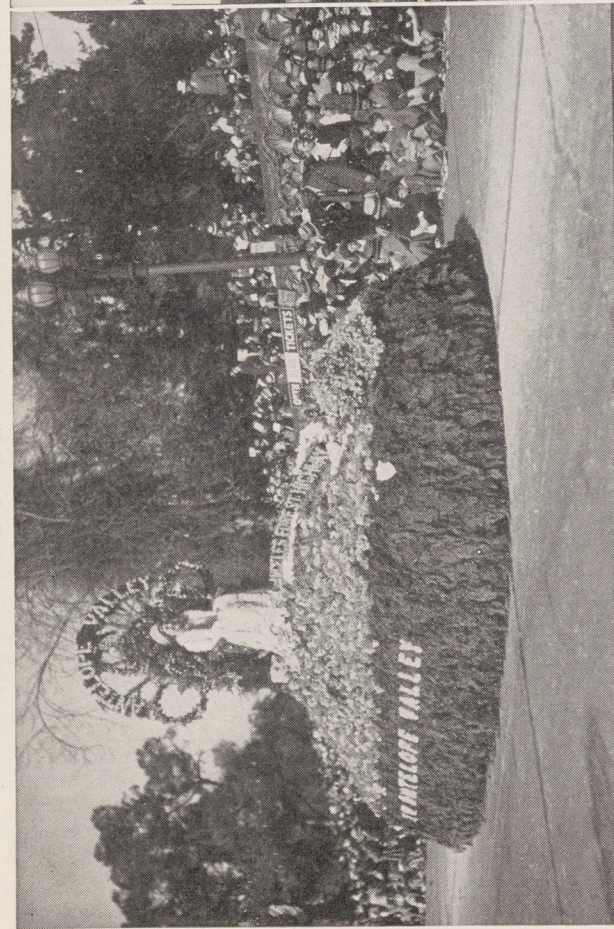
WINNER OF GRAND PRIZE, the Firestone Tire and Rubber Company float, depicted the Chinese legend of the Sky or the Celestial dragon guarding the entrance to the Forbidden City. Inside the gate was a Chinese maiden waiting to receive a child bearing an offering to the dragon in order to gain admittance. Dark blue delphinium, velvet red chrysanthemums and bronze pompons went into the gateway. Chrysanthemums, narcissi, stocks and sweetpeas made up the dragon and roses formed the steps leading to the gates.



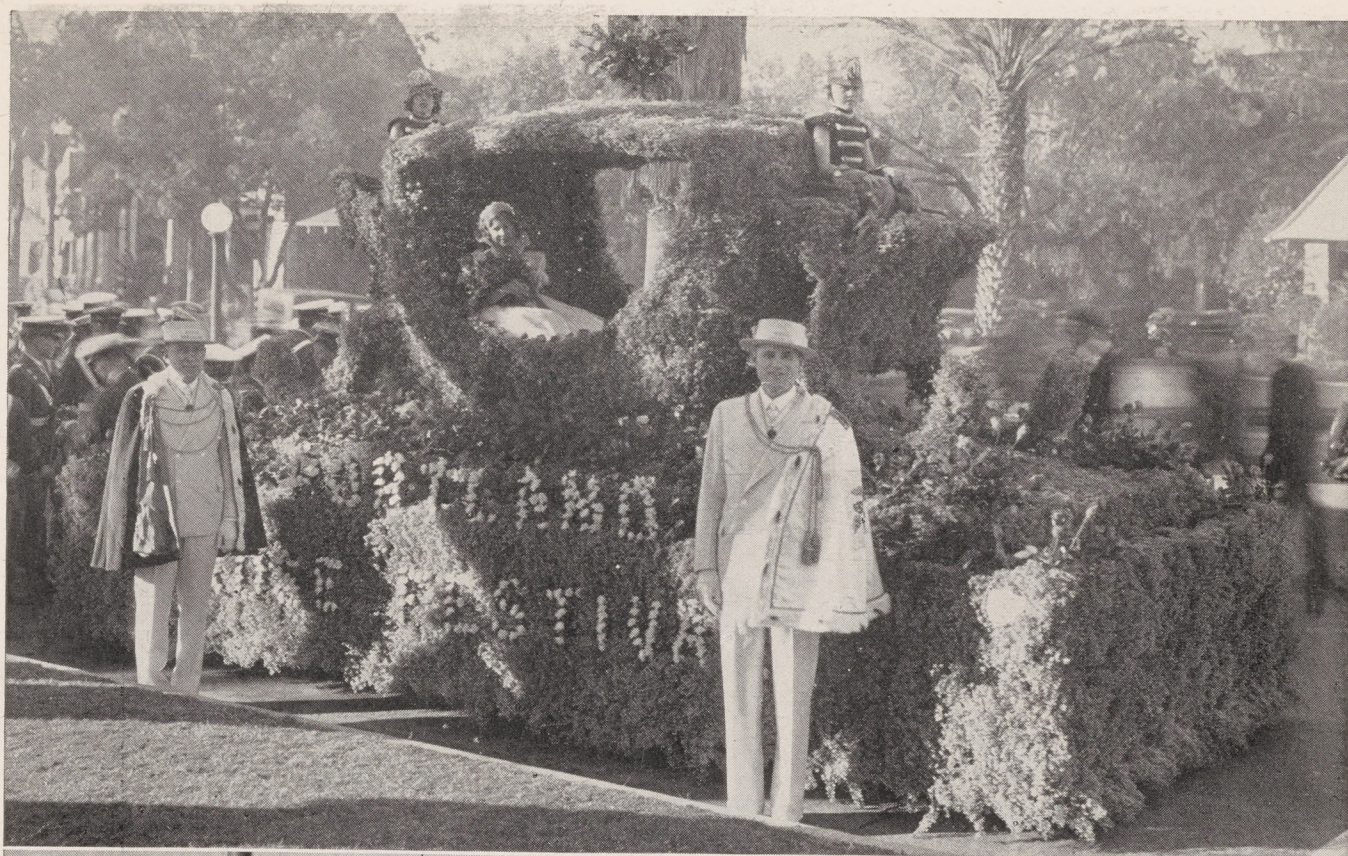
UNUSUAL IDEAS in legendry were used on these two outstanding floats. Los Angeles County Supervisors presented "The Last Rose of Summer" from the opera, "Martha," depicting a cottage and Lionel teaching Martha to spin in an 18th Century English farmyard. Fern, pompons, ivy and cornflowers were among the flowers and greenery used. Ventura showed a striking animated sea-serpent fashioned from 20,000 red poinsettias and 10,000 brown and yellow chrysanthemums. Smoke belched from the nostrils as the jaws opened and shut.



MAMMOTH BOULDER DAM was pictured in the Metropolitan Water District entry (top). Pompons, sweetpeas, heather, anemones and snapdragons made up a miniature Grand Canyon. Blue delphinium marked the river as it came down through the canyon and over the desert. San Jacinto peak was shown on one side. Glendale, which won a special award in Class A, used the airplane as the idea of its huge bird Roc, with wing-spread of 25 feet and 15 feet high. Admiring throngs along the parade route were given a sense of power and speed from the creation.



SMALLER COMMUNITIES SHONE in a number of tasteful entries among which these were typical: Top, left, Antelope Valley, with the Angeles Forest Highway as theme; El Monte's model bungalow and model young El Monteans on gardening bent; Manhattan Beach, with its large, lifelike pelican; and Monrovia's Pipes of Pan, a nicely conceived plan, showing the mythical half-goat, half-man piping to the goats of the well-known legend.



PORTLAND AND SAN JOSE, whose citizens "know about roses" through the Portland Rose Festival and the San Jose Fiesta De Las Rosas, had two interesting entries. Pasadenans took unusual notice of these floats since the Crown City annually is represented in both northern tournaments and holds its floral neighbors in cordial regard. The Portland creation was in the form of a large carriage. San Jose presented in bright colors the everlasting story of beauty.



FAIRYLAND RODE in grandeur on the South Pasadena float, "Midsummer Night's Dream," which took first prize among cities of 20,000 population. The setting pictured Queen Titania standing within the cup of a huge flower, its petals made from thousands of carnations, shading from coral to pale pink, sweeping outward in graceful curves. Pink sweetpeas formed the queen's transparent wings. Bottom, in red tunic and blue pants, sat at her feet, wagging his donkey mask. Coral and pink sweetpeas were used for a huge butterfly.



TWO SOUTHLAND COMMUNITIES used legendry and history in depicting their float ideas. The Alhambra Junior Chamber of Commerce reproduced the "Court of Lions" in the original Alhambra, in ancient Granada, showing the trysting place of three beautiful princess daughters of King El Hayzari. Chrysanthemums, sweetpeas and narcissi were used. The San Bernardino-National Orange Show entry showed the Southern California Arrowhead, which felled the Evil Spirit, in carnations, chrysanthemums and pompons over stevia.

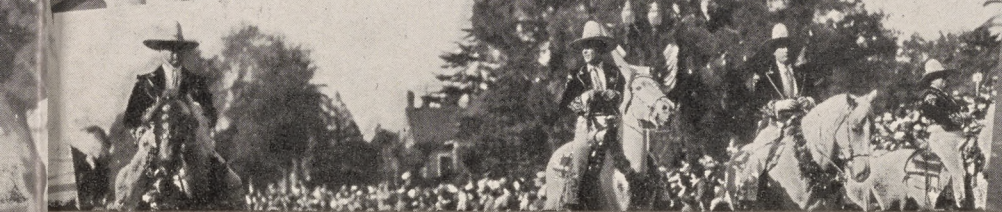
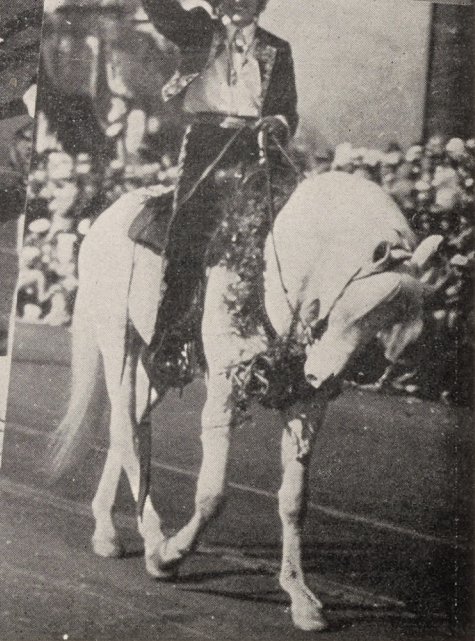
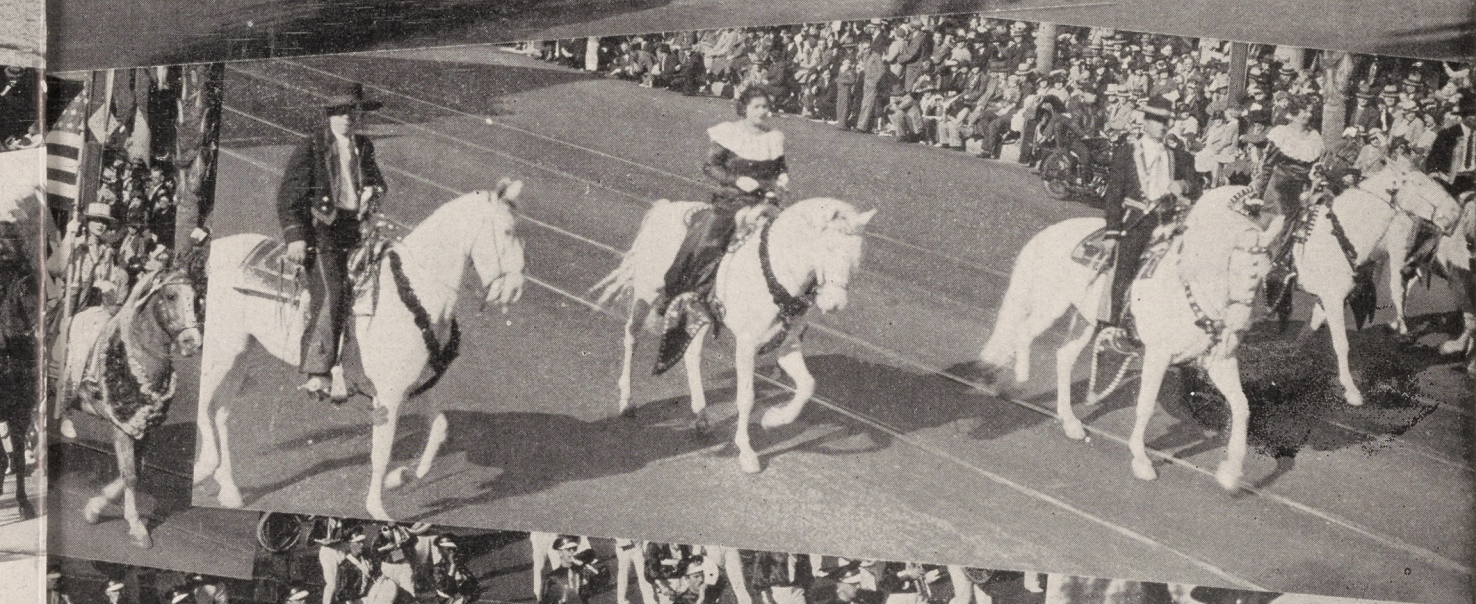
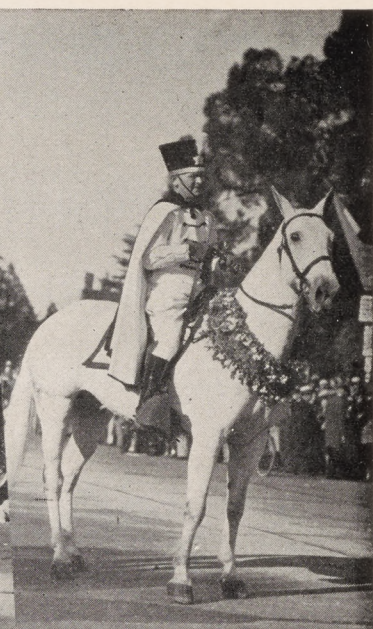


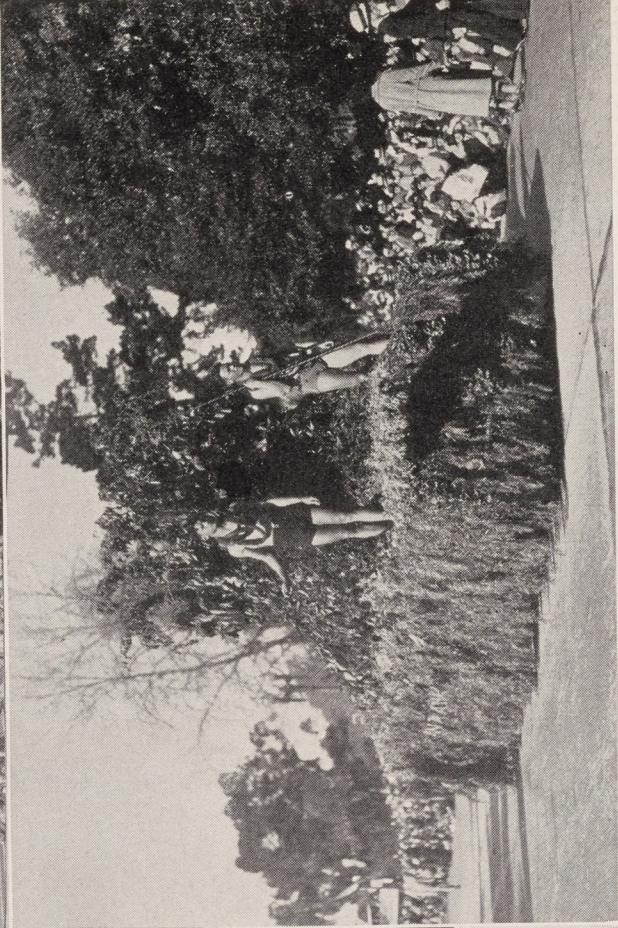
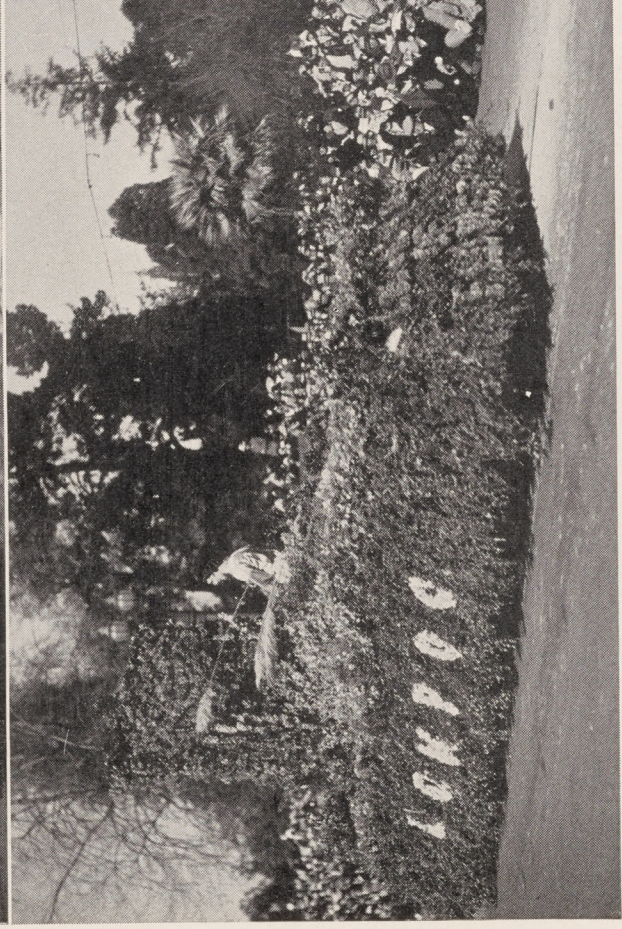
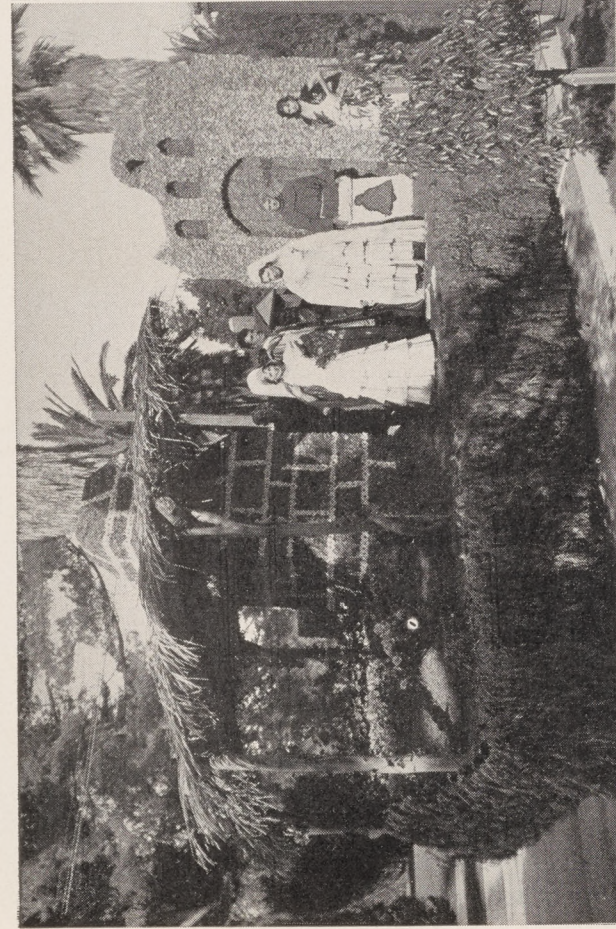
TWO STRIKING ENTRIES were provided by the two Pasadena Chambers of Commerce. "The Chinese Moon Gate" (above) presented by the senior business group, showed 10,000 bronze chrysanthemums used in a floral gateway. Sprays of golden arborvitea and pink ruffled pompon chrysanthemums went into the base. The compelling figure of Father Time, standing with a huge hour-glass was the feature of the junior group's offering. The hour-glass was made of red, white and lavender chrysanthemums and heather. This float attracted much attention.



ALTADENA AND POMONA drew heavily on flower varieties to present different legends. Altadena's "Iris and the Rainbow," showed the messenger of Juno coming to earth over a rainbow bridge in her golden chariot, drawn by six white peacocks, formed from small chrysanthemums, sweetpeas, stock and candytuft. The float was covered with oak sprays, with a flower garden of roses, delphinium, sweetpeas and other blooms. Pomona's entry depicted King Arthur drawing the sword, Excalibur. Marigolds, calendulas, carnations and pompons went into the float.



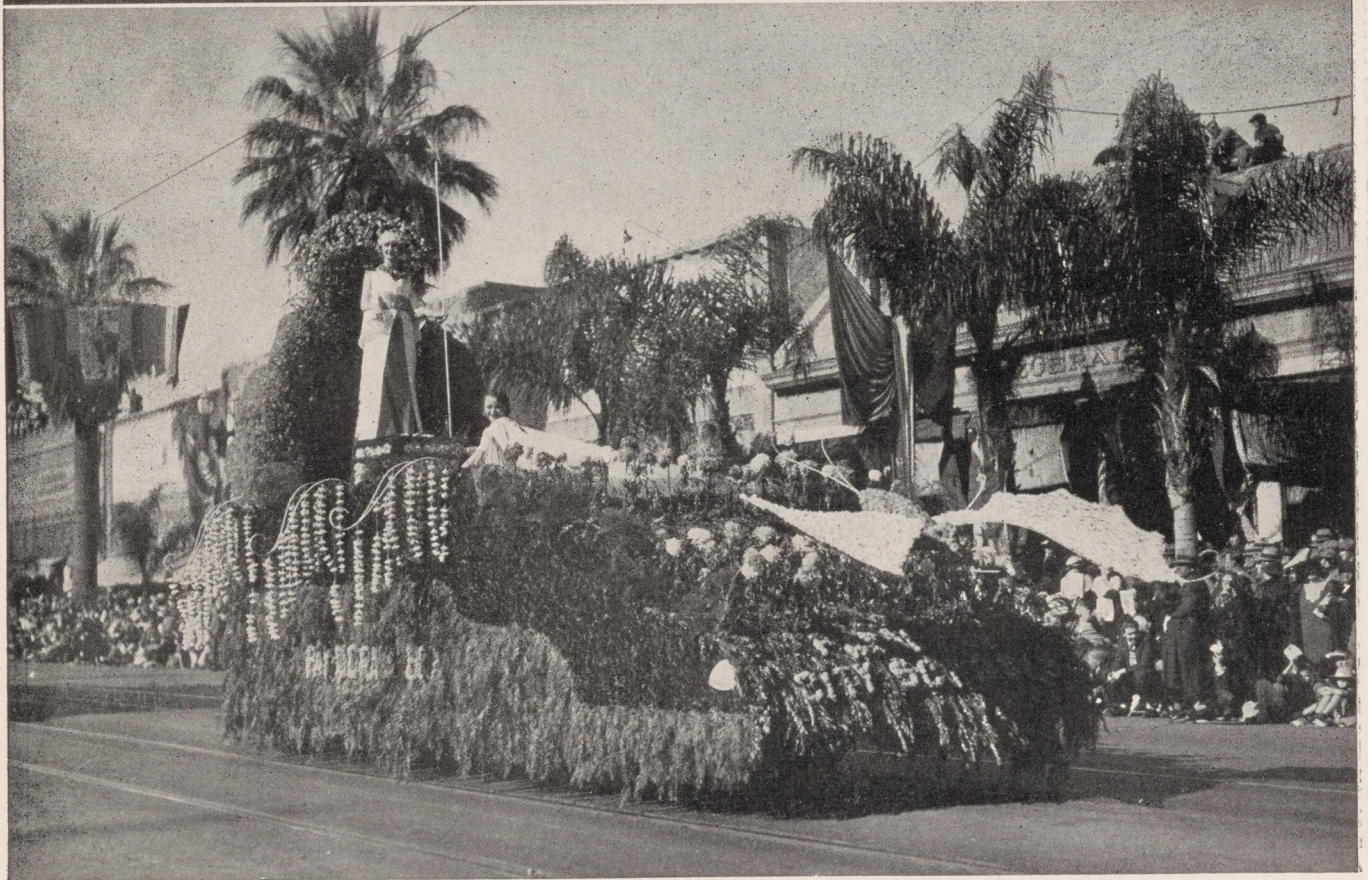




TWO SMALLER SOUTHLAND communities brought atmosphere of early California to their creations. San Gabriel (upper left) presented the "Legend of the San Gabriel Mission Bell" showing a padre holding the picture of a bell he wishes made for the empty belfry. Arcadia (upper right) won enthusiastic approval with its three-team stagecoach recalling Baldwin days. Lompoc (lower left) depicted an artist painting a picture of the mountains and beautiful Lompoc Valley. Santa Ana (lower right) presented a "Sacrifice to Pele," showing the flaming volcano.



A FLORAL CANNON, shooting balloons skyward, greeted the parade spectators as Pasadena Post No. 13, American Legion float rolled by. The gun portrayed the historic Fremont war engine. The barrel and caisson were made up of bright yellow chrysanthemums. The Women's Civic League had a decorated car in the form of a gondola with stevia used effectively as background. Yellow predominated in the flowers used.



THE PASADENA PUBLIC SCHOOLS were represented in the parade with two floats. In the upper scene the Swan of Tuonela, an enormous white bird, is shown with its graceful neck towering high above the street. The idea was adapted from the Finnish legend of the Ancient Land of Death. The other entry presented Pandora's box, done in chrysanthemums..



PASADENA CITY DEPARTMENTS had entries that arrested attention. The Pasadena Water Department (top) portrayed the Golden Legend of Bellerophon, showing a youth, drawing his dagger to finish slaying the dragon, Chimaera. A huge floral Pegasus, from which he had just dismounted, was at his back. The other civic entry, that of the Park Department, (bottom) presented the legend, "The Bride of Niagara," the cataract being made up of white sweetpeas and stocks interspersed with lavender flowers suggesting the famous New York waterfall.



THE ARTISTRY FOR which Laguna Beach is famous was brought out in that city's entry. Frank Cuprien was presented painting a huge land and sea scape all executed in flowers. The float had three beautiful mermaids basking on rocks built up of flowers. The entry was titled "Sirens of Laguna Beach." The Legend of the Chrysanthemum was presented by the Burbank City Schools float (below), one of the entries that attracted attention.



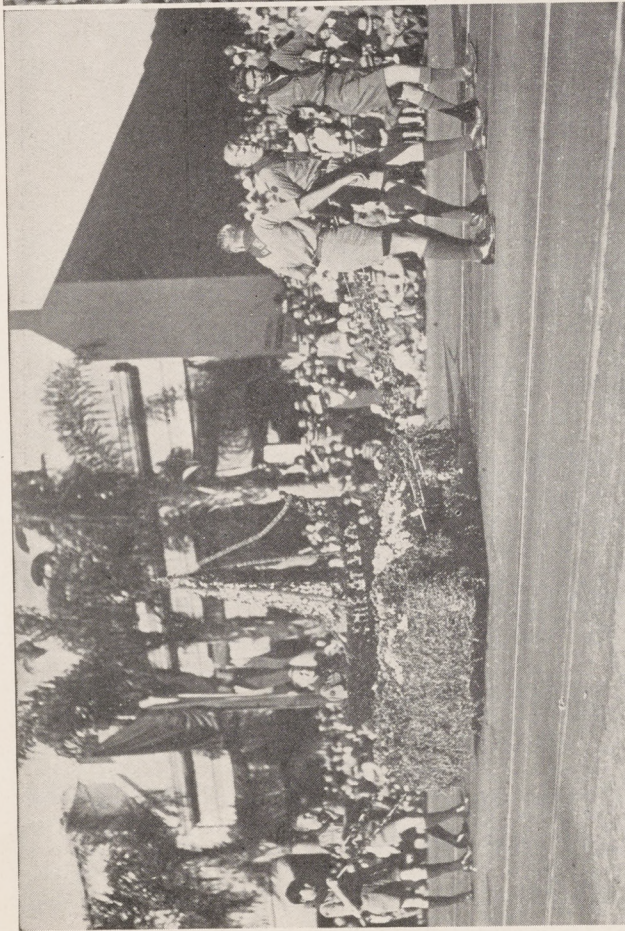
"THE SPIRIT OF YOUTH" was the theme of Pasadena Clearing House Association float, done in 25,000 flowers. Stevia, candytuft, delphinium, carnations and roses were used. United Service Clubs presented the Lyre Bird with flowers and greenery. The bird was carried in the forepart of the float, decorated in chrysanthemums and sweetpeas. Maidens flanked the sides. In rear was a canopy in scroll design.



AN ANCIENT ROMAN legend, "Cornelia and Her Jewels" was used as the theme of the Pasadena Council of Parents and Teachers' float (upper left). "The Legend of the Fairies" was presented by the Pasadena Realty Board (upper right). "The frozen flame" was depicted in the Electrolux Refrigerator Dealers' float (lower left). Los Angeles County Christian Endeavor Union (lower right) depicted florally the account of the Good Samaritan.



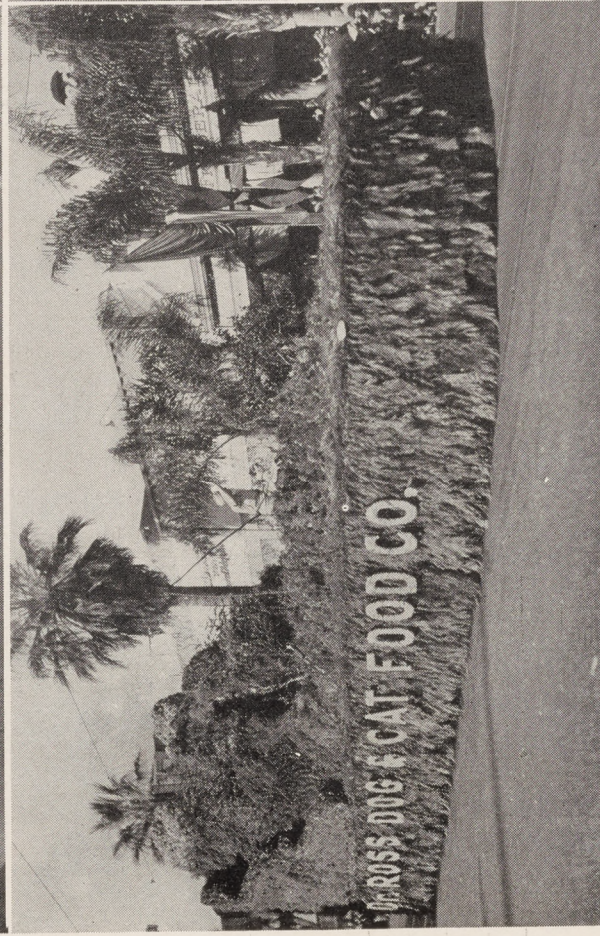
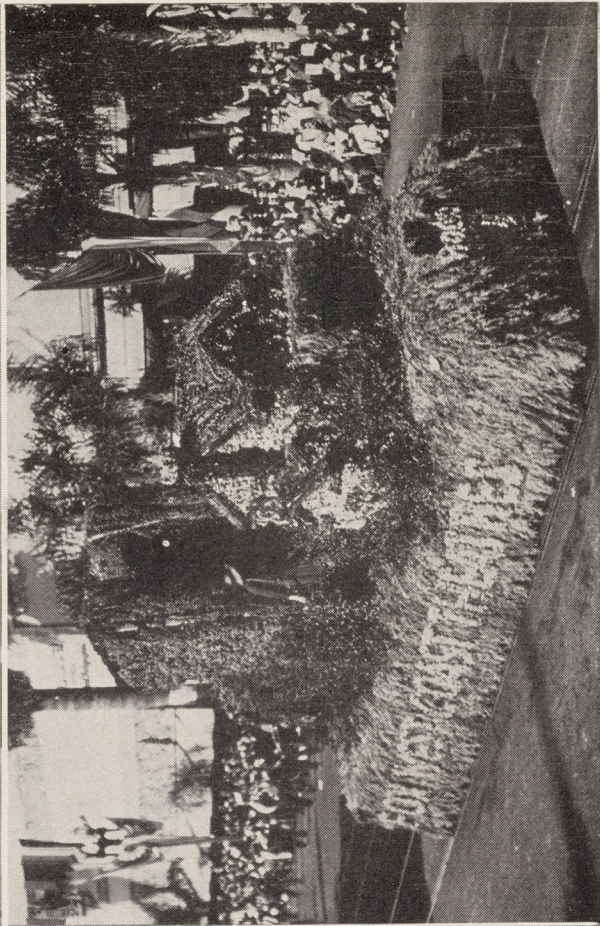
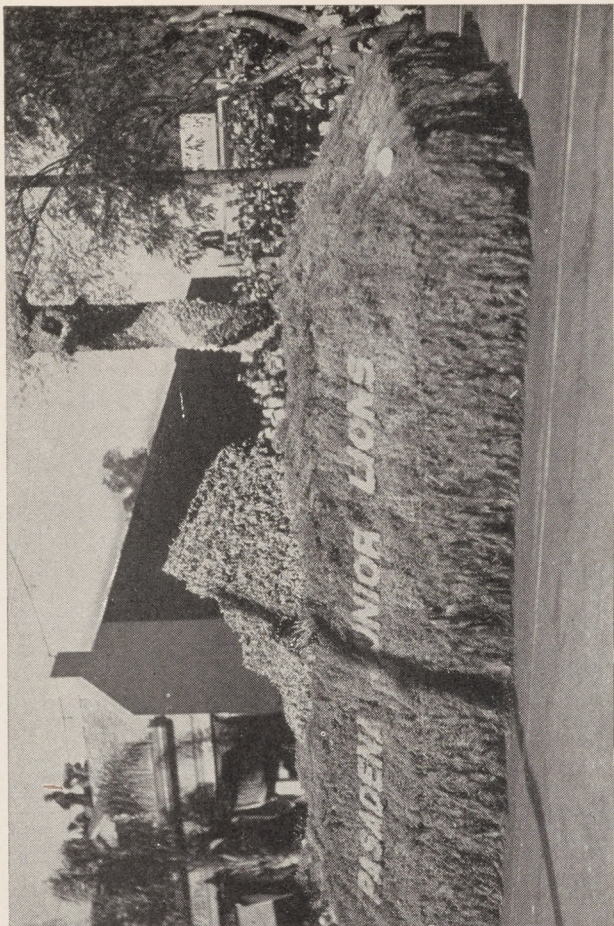
A STALWART INDIAN in a canoe, riding the Crimson Tide, provided the theme for the Leland Stanford float (above). The vehicle carried a huge letter "S" at the rear. The idea was carried out in bronze pompons, yellow marigolds, red carnations and white pompons. Venice branch of the Los Angeles Chamber of Commerce presented the Viking idea in its creation (below). The entry represented a Viking ship in the form of a dragon.



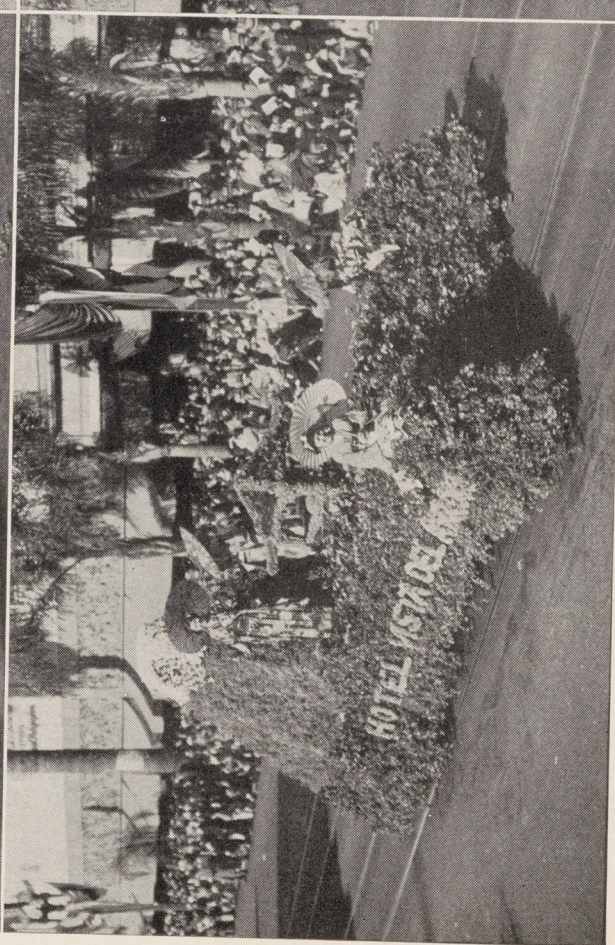
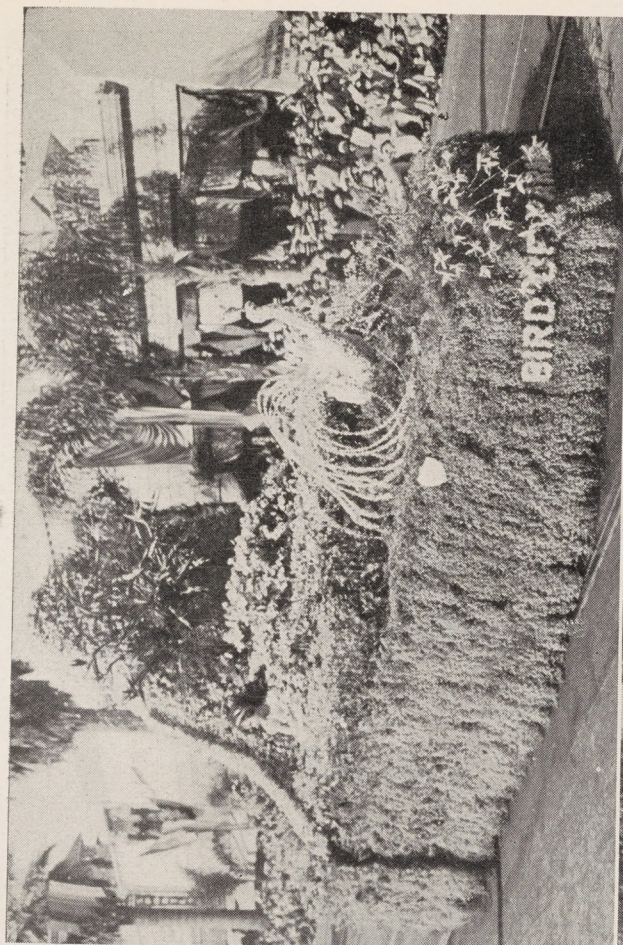
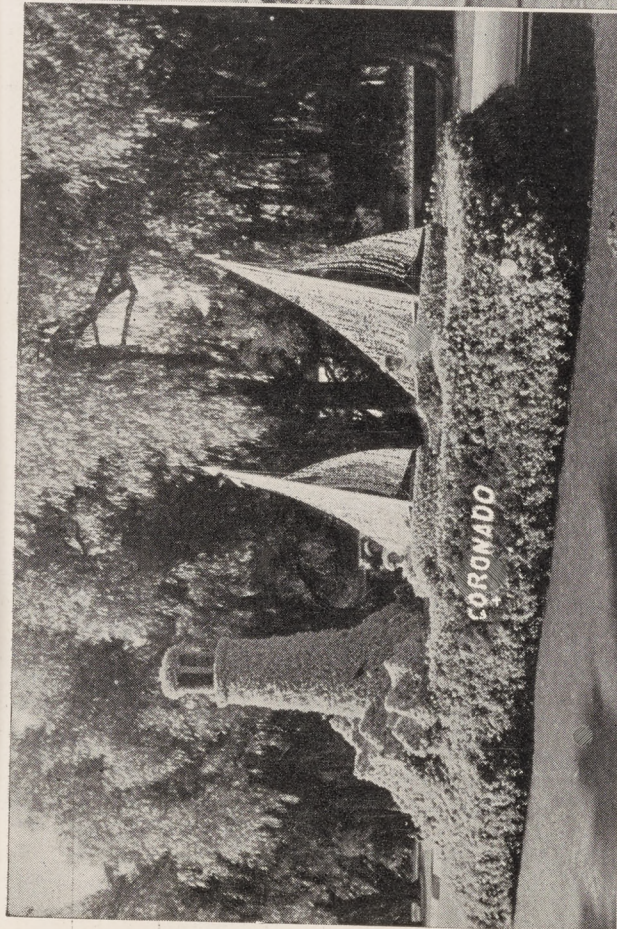
RECREATIONAL LIFE of the Southland was well represented. San Marino Boy Scouts of America (upper left) entered a sailing boat of golden marigolds with the sail in white sweetpeas. Pomona Camp Fire Girls (upper right) pictured a campfire with a flame. The Los Angeles Pacific College (lower left) had a most attractive miniature covered wagon with oxen. Camp Baldy (lower right) presented a tiny log cabin.



PASADENA LIGHT Department's float, a covered wagon with a team of oxen, attracted much favorable comment. It depicted "Madonna of the Trail," one of California's own Golden Legends, thousands of chrysanthemums and narcissi going into the design. Pasadena Merchants' Association gave a tasteful floral description of the lyre, using pompons, sweetpeas and delphinium.



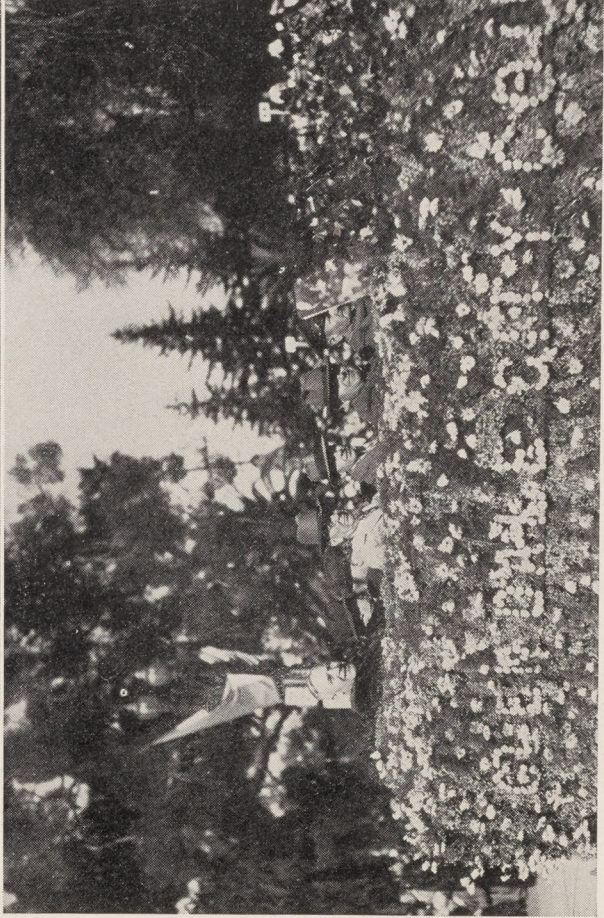
CHIEF CHARLES H. KELLEY of the Pasadena Police Department was one of the busy officials at the pageant. In upper left he is shown in the car that took him over the route. Upper right shows the Pasadena Junior Lions greenery and floral conception. The Dr. Ross veterinary float is pictured at lower left, and the Fox West Coast Theaters design at lower right. The latter featured Anne Shirley, film player, in "Anne of Green Gables."



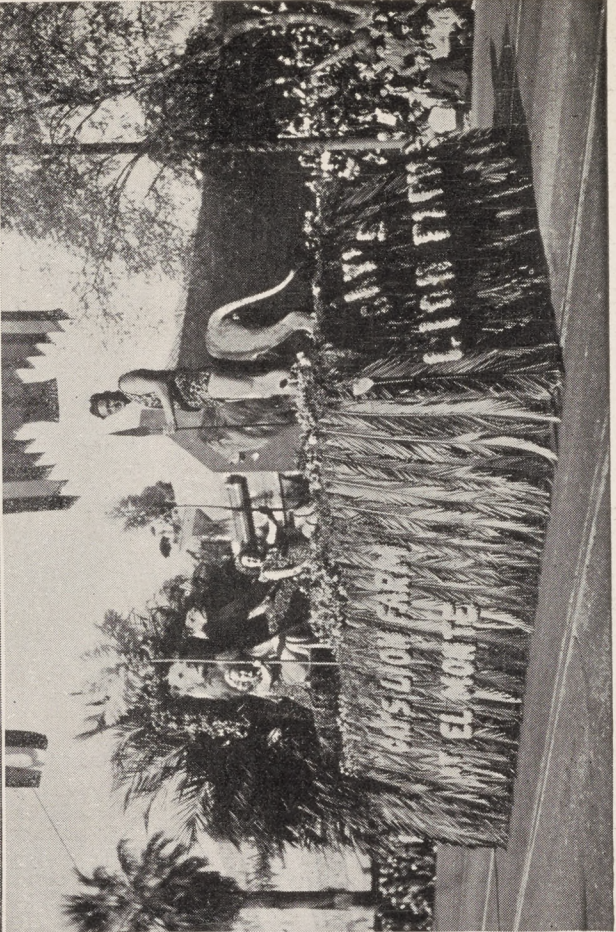
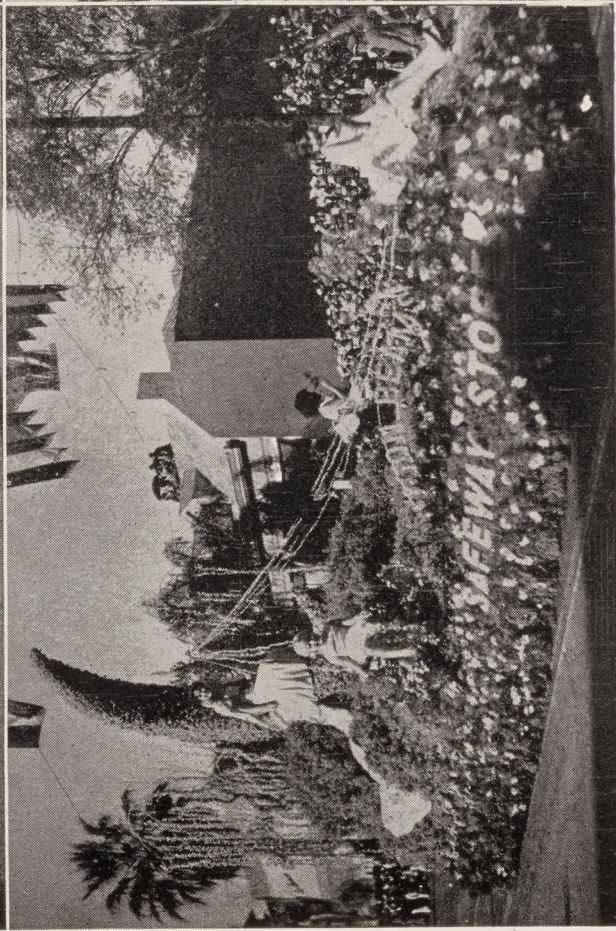
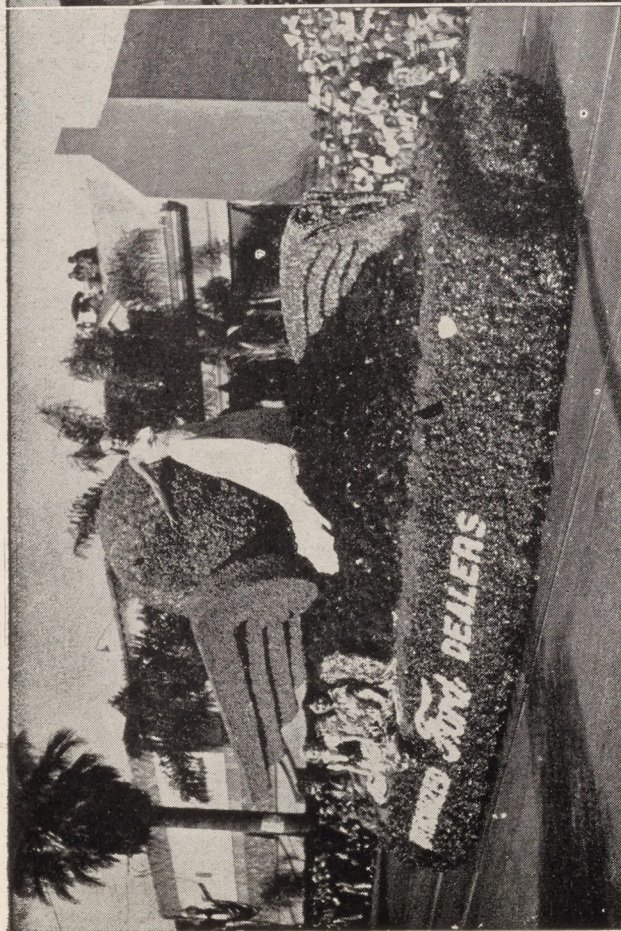
SOUTHLAND HOTELS, ALWAYS prominent in the Tournament of Roses, used a variety of subjects in their floats. The Coronado (top left) which won first, represented the advance guard of the Coronado "Rainbow Fleet" enlivening Glorietta Bay like scintillating jewels. The Huntingdon (top right) second prize winner, showed an exquisite Bird of Paradise fashioned of white narcissus. The Vista Del Arroyo (lower left) showed "Legends of Japan" featuring the Japanese mountain, Fujiyama. The Maryland (lower right) showed the sun's rays at rear.



OIL COMPANIES ENTERED attractive floats. Standard Oil, among the prizewinners, put in a display showing five large white herons in flight, having the effect of winged sentinels escorting a cargo of precious jewels. The creation symbolized the legendary "Fountain of Youth." General Petroleum showed "Pegasus," the Flying Horse, with a green base, a red steed riding in a cloud effect of stevia, desert holly, and pompons. The Gilmore vehicle depicted Cybele, Queen Goddess, driving a red lion. All three floats used flowers lavishly.



MANY WISE HEADS rode along Colorado street on January 1. Upper left and right shows two groups of members of the Pasadena Board of City Directors. The lower left scene is of Glendale City Council members and the lower right, executives of the Pasadena Public Schools, including the Board of Education. Many other officials also appeared in cars during the parade, their smiles and nods of recognition indicating the presence of groups of friends among the spectators,



COMMERCIAL CONCERNS again showed considerable artistry and ingenuity in cooperating with the Tournament Association to make the 1935 parade the outstanding success it was. The Associated Ford Dealers and Golden State Milk Company, whose effective floral conceptions are pictured at top, left and right, were among the prizewinners in their class. Below are shown the tasteful "Moon Beams" entry of the Safeway Stores and Gay's Lion Farm, telling its own story.

Alabama Defeats Stanford, Maintains Record

By CHARLES W. PADDOCK



ALABAMA'S record of never having lost a game in the Pasadena Rose Bowl was not in the least endangered on New Year's Day after the second quarter had been completed. The final score of Alabama 29, Stanford 13 cannot tell the story of the most thrilling period ever seen in Southland football, on the most beautiful tournament day before the largest New Year's crowd.

Stanford started that quarter seven points to the good and ended it fifteen points behind! Passing was responsible. The late Knute Rockne at his best never put a Notre Dame team on the field which could compare with Dixie Howell, Don Hutson and their almost perfect passing attack. Coach Frank Thomas of Alabama, an old Rockne pupil and player, was better than the master and however carefully he may have planned his aerial attack before this battle Howell and Hutson carried out his instructions beyond the wildest imagination of any spectator in stands filled with 84,474 fans or of the most enthusiastic athlete on field or bench.

Tricky Plays and Flawless Passing

THIS is what these two boys did in less than fifteen minutes! Anderson of Stanford kicked to Alabama's 42-yard line, and the Crimson Tide suddenly opened up with tricky Notre Dame plays intermixed with flawless passing. Dixie Howell shot them straight over center to Hutson and he missed only one. Don bobbed up all over the field. He was as elusive as the Scarlet Pimpernel and just about as poisonous.

It seemed only a moment when Alabama was deep in Stanford territory, with a first down on the Indian 21-yard line. Howell suddenly changed his passing target from Hutson to Joe Angelich, who on first try completed for another first down on Stanford's 16.

Coach Tiny Thornhill, who had taken out his two ripping ends, Monk Moscrip and Keith Topping after they had been chiefly responsible for making possible Stanford's score in the last minute of the first period, along with Bobby Grayson and Bones Hamilton, hastily sent them back into the fray again. But it was too late. Topping seemed to have stopped Howell after he had run to the 5-yard line. Certainly the Stanford boys were under the impression that the ball was dead, but the next second, Dixie drifted over the goal line and it was ruled a touchdown. The point after goal was missed and the score still favored Stanford.

Howell Busy With Effective Passes

BUT the fireworks had only just commenced. Stanford kicked over the Alabama goal line and on 'Bama's first play, Howell was on the loose again, this time running 19 yards to another first down where Monk finally dropped him. Howell made two passes in a row to Hutson and then an incomplete one. But he

came right back on the next play to toss the ball far down the turf to Hutson again who was not caught until he had reached the Stanford 10-yard line. Howell completed another short pass but was not able to personally gain enough yards for first down. On the fourth and last chance a field goal was attempted and made. Riley kicked the three points. That brought the count to Stanford 7, and Alabama 9.

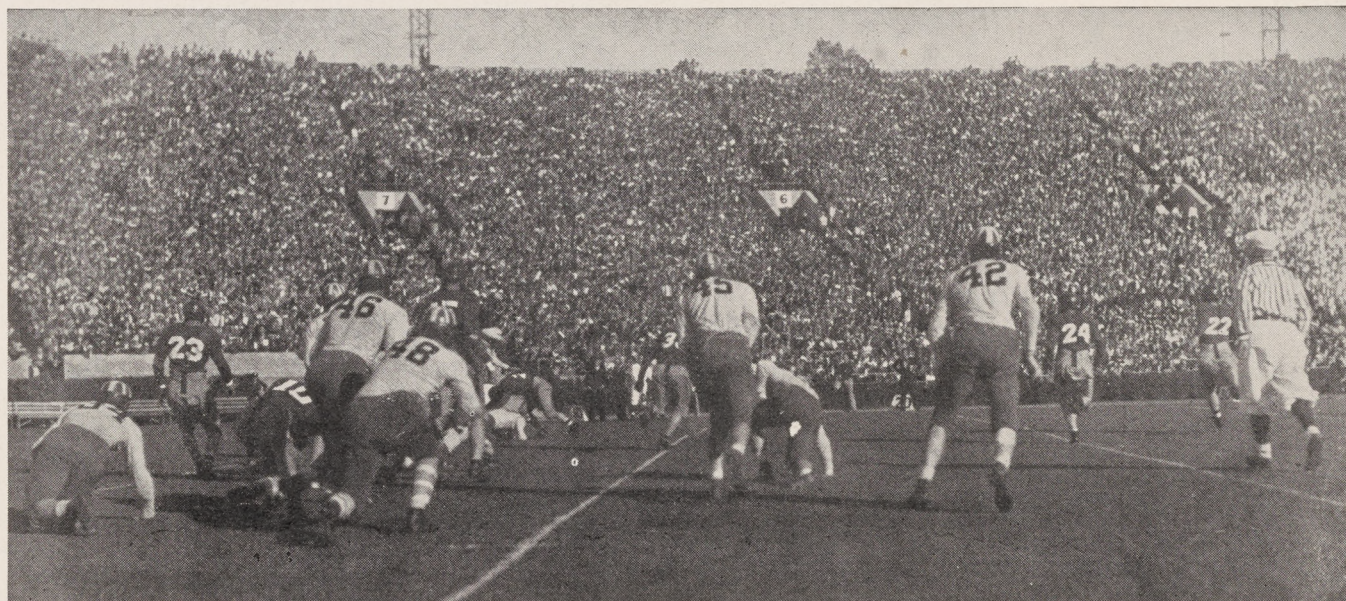
Stanford kicked again and Howell returned 33 yards. Then on the next play he broke away and ran 67 yards for a touchdown. He went over Left Tackle, All-American Reynolds and no one came within ten feet of laying a hand on him after he once was past the line of scrimmage. He gained from Stanford's fastest all the way down the field and he did it effortlessly.

Dixie Howell Leaves Field

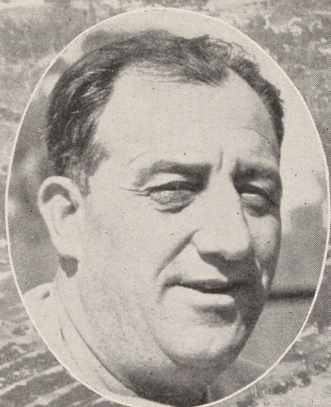
EASILY as he had out-distanced his opponents, the strain of so much running and passing in so short a period of time, made him sick in his stomach and he left the game immediately following his touchdown. The conversion was good and the score stood Alabama 16, Stanford 7.

Still, it was not over. Less than two minutes remained of play, in the first half. Alabama kicked off. Stanford moved along for several plays but had a pass intercepted by Riley Smith. Joe Riley, who had replaced Howell for the Crimson, with eight seconds remaining, made the most of his time and proved that he was no slouch as a substitute even for Dixie. He threw one of the longest passes in Rose Bowl history, and as usual Hutson was waiting to receive it, and stepped over the Stanford line for six more points, bringing the total to 22. The most thrilling period of all East-West intersectional games ended on the next play.

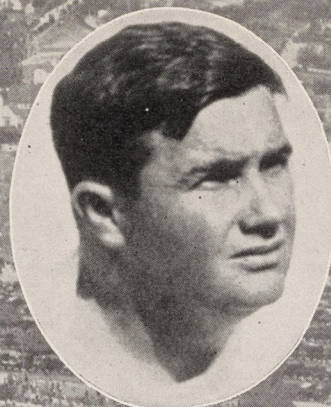
Stanford by sheer power scored a touchdown in the first quarter and another one in the third. But Howell heaved another pass of almost 50 yards in the fourth period to old faithful Hutson who again scored, and the kick was good. That ended the counting for the day, but it must be said for Alabama that if the Crimson Tide had been forced to open up in the second half, we



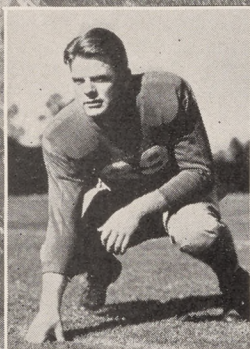
ONE OF THE thrilling moments of the Alabama-Stanford game came when Bobby Grayson made the first touchdown for the Indian eleven. Against the powerful and smooth Dixie machine, however, Grayson's efforts were all in vain and there never was any doubt as to the final outcome as soon as the game had begun.



"TINY" THORNHILL
Stanford Coach



FRANK THOMAS
Alabama Coach



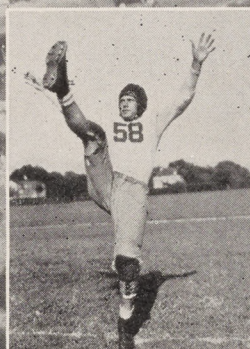
"BONES" HAMILTON
Stanford Acting Captain



BILL LEE
Alabama Captain



BOBBY GRAYSON
Stanford



DIXIE HOWELL
Alabama

Results of Previous Rose Bowl Football Games

Date	East	West
1902	Michigan	Stanford
1916	Brown	Washington State
1917	Univ. of Pennsylvania ..	Univ. of Oregon.....
1918	U. S. Marines.....	Camp Lewis
1919	U. S. Naval Trng. Sta...17	Marine Barracks
1920	Harvard	Univ. of Oregon.....
1921	Ohio State	California
1922	Washington & Jefferson 0	California
1923	Penn State	U. S. C.
1924	U. S. Naval Academy..14	Univ. of Washington..14
1925	Notre Dame	Stanford
1926	Alabama	Univ. of Washington..19
1927	Alabama	Stanford
1928	Pittsburgh	Stanford
1929	Georgia Tech.8	California
1930	Pittsburgh	U. S. C.
1931	Alabama	Washington State
1932	Tulane	U. S. C.
1933	Pittsburgh	U. S. C.
1934	Columbia	Stanford

are of the opinion that she could have added at least another pair of touchdowns.

Alabama Convincingly Superior

NO WESTERN team was ever so badly out-classed in inter-sectional competition, regardless of the final score. Alabama was invincible in the air and no better back has ever raced to victory on the Rose Bowl turf than Dixie Howell.

For Stanford, Bobby Grayson was splendid. Weakened by an injury in the California game and not in physical condition for sixty minutes of football such as Alabama was putting out, Bobby battled all the way.

Bones Hamilton was considerably shaken up early in the game but stayed on until close to the finish. Moscript and Topping proved to be brilliant ends and the mainstay of the Stanford line, though Hutson defensively and as a pass receiver was the finest flankman on the field. Demyanovich, Capt. Bill Lee and Joe Angelich were other standouts for Alabama while Alutiza, Van Dellen, Anderson, Brandin and Muller did more than their share

for Stanford.

Take away the Crimson's passing attack and Stanford might well have won the game. But since Alabama's offense was primarily based on passes, there can be no comparison of the teams.

Minnesota Rating Threatened

MINNESOTA may be all that the critics said that she is, but if the Gophers could have held Dixie Howell in check and broken up that combination of Howell to Hutson and blocked those superb kicks which Howell spiralled away with monotonous brilliance, then she is a far better team than we think.

It is doubtful if any eleven at any time in the history of the American gridiron was greater than the Crimson Tide of Alabama on January 1, 1935. Certainly no eleven ever played a greater fifteen minute period!

You are welcome to come back soon, Alabama! You play real football. You are the one outfit I know of which can make the state of California eat her words being "the best in the world!"

More power to you, though I can't see how you could use it.

Alabama Equals Trojans' Tally of Appearances

ALABAMA, by nature of its four games played at the Pasadena Rose Bowl is equalled only by the University of Southern California and Washington State and exceeded by no other team.

Alabama first played here against Washington in 1926, winning 20 to 19. The next year this Dixie team tied Stanford 7 to 7. Again in 1931 Alabama played Washington State, winning by 24 to 0. Its 29 to 13 victory over Stanford this year was equally decisive.

U. S. C. first played at the Rose Bowl in 1923 defeating Penn

State 14 to 3. In 1930 U. S. C. trounced Pittsburgh 47 to 14. In 1932 U. S. C. defeated Tulane 21 to 12 and in 1933 handed a sound beating to Pittsburgh 35 to 0.

Washington State and Brown were the first teams to play in 1916, Washington State winning by 14 to 0.

California has played three games at the Rose Bowl: In 1921, when the score was 28 to 0 against Ohio State; in 1922 when the tally stood at 0 to 0 against Washington and Jefferson; and in 1929, when California lost to Georgia Tech 7 to 8.

Valley Hunt Club Men Started Tourney

MEMBERS of the Valley Hunt Club—and particularly two of them—Charles Frederick Holder and Dr. Frank F. Rowland—are given credit for originating the idea of an outdoor festival for Pasadena. Their inspiration is said to have been drawn from similar flower festivals held at Rome, Nice and other European centers.

The first Rose Tournament was held in Pasadena on January 1, 1890, and was largely an affair of decorated horses and buggies, with sports and picnicking held on the "town lot." In 1895 the Tournament of Roses Association was organized, with Edwin Stearns as president, to take over the executive work from the Hunt Club, and Tournament Park was developed as the center of festival activities.

Alabama Team Supported by Rooting Section

FOR the first time in the history of a New Year's Day football game in the Rose Bowl a visiting team was supported by an organized rooting section with cheer leaders, colors and the necessary trimmings.

The more than 2500 loyal Alabamans, who accompanied their team from the South formed the nucleus of the new rooting section. Several thousand former residents of the state, who now live in Southern California, augmented this number.

Johnny Mack Brown, screen star, whose flying feet gave the Crimson Tide its first victory over Washington State, in 1926, took part in the initial appearance of the section. The Pasadena Junior College Band, also gave its assistance.



MANY DISTINGUISHED people were in the audience that watched Alabama trounce Stanford. Reading from left to right in the lower row is Robert Clock, Long Beach; Mrs. H. M. Ticknor, Pasadena; H. M. Ticknor, Pasadena; Gov. Frank F. Merriam; Harold Lloyd, film star, and Admiral J. M. Reeves, of the United States Navy.

Coronation of Tourney Queen Colorful Event



QUEEN MURIEL and her court were crowned at an impressive coronation ball at the Pasadena Civic Auditorium with many Scottish Rite dignitaries taking charge of the ceremony. Arthur M. Brown, Pasadena school principal, placed the crown on Queen Muriel's head.

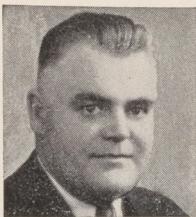


HE coronation of the Rose Tournament "Queen," Muriel Cowan, took place at a full-dress ball held preceding the parade. The long line of cars, bringing 4000 fashionably attired men and women, gave the occasion something of the atmosphere of a Hollywood "first night." The queen of the festival was

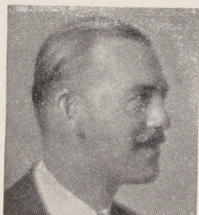
attended by her six maids of honor and "court" of Scottish Rite members, in fraternal regalia.

Arthur M. Brown, who placed the crown on the queen's head, issued the following proclamation:

"In this, the forty-sixth of the Tournament of Roses and in the
(Continued on Second Succeeding Page)



Cyril Bennett



D. N. Booher



J. W. Charleville



Charles E. Everard



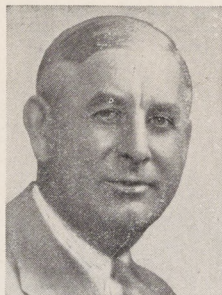
Jackson W. Kendall



Harlan G. Loud



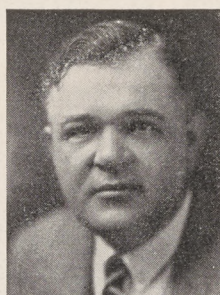
J. W. McCall, Jr.



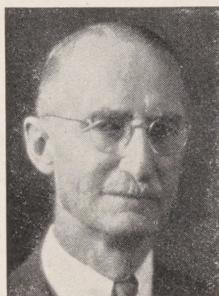
GEORGE S. CAMPBELL
Secretary



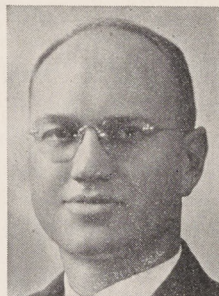
C. ELMER ANDERSON
Vice-President



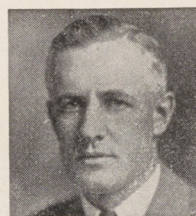
WILLIAM DUNKERLEY
Manager



H. M. COLE
Treasurer



FRANK M. BROOKS
Parade Chairman



Ray C. Maple



J. J. Mitchell



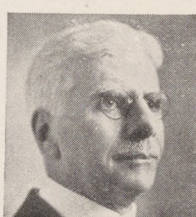
H. M. Nickerson



C. W. Norris



Grant Orth



George S. Parker



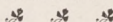
C. Hal Reynolds

Teamwork of Many Aids Successful Tournament



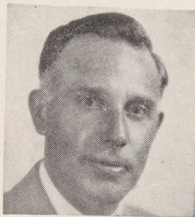
N estimated total of not far short of 8000 persons, or one in ten of the entire Pasadena population, were called upon in some active way or other to prepare the great New Year's Day outdoor festival. Some hundreds of these worked all night on float construction and decoration and other essential last-hour details that helped to present the finished spectacle before the hundreds of thousands of spectators.

Along the four-mile-long parade route, more than a score of bands, nearly seventy floats, many decorated automobiles, a whole equestrian division, and hundreds of marchers, contributed to the 2000 or more individuals participating in the actual parade. Police and other checks of the crowd showed that in the neighborhood of eight to nine hundred thousand persons watched the parade pass along Colorado Street alone. Thousands more saw the floats lined up for the after-review in Tournament Park.



AMONG so many helpers doing their share to make possible the Tournament of Roses, it is impossible here to print anything like an adequate list. Officials and committees are given, but of course their work is backed up, year by year, by unselfish teamwork of many others.

Following are the directors, principal committees, and other aides of this year's Tournament of Roses: *(Continued on Second Succeeding Page)*



D. E. McDanel



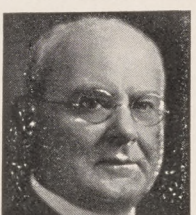
R. R. Sutton



Stephen W. Royce



Dr. Z. T. Malaby

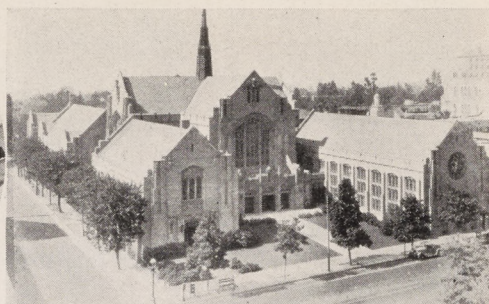


Harry M. Ticknor



Dr. R. E. Simpson

Pasadena Admired As Ideal Home Community



PASADENA, above everything else a residential city, makes no claim to "firsts" in manufacturing or other utilitarian lines of human activity; but it does pride itself upon being unexcelled as a desirable place in which to live, to raise and educate children, and to enjoy the amenities of social life.

Along with these worthwhile pretensions, Pasadena harbors active groups interested in promoting scientific researches, artistic endeavors, human welfare, and general wellbeing of an adequately rounded community. In fact, it is constantly the remark of visitors that few similar cities of less than 100,000 inhabitants offer a greater diversity of appropriate entertainment.

IN addition to its full quota of schools, churches, concert halls, theaters and other places of uplift or amusement, the Pasadena district offers a wide variety of outdoor occupation for leisure time. One of the best known of these settings is Brookside Park, with its renowned Rose Bowl, scene of the annual East-West football games and other athletic contests as well as of the mid-summer school graduation pageants; its municipal golf course of match rating; its baseball diamonds, where "Big League" baseball teams hold spring practice; and its extensive picnic and games facilities, appreciated by thousands of visitors from far and near.

While not so well known as the more general pastimes, Pasadena provides playing facilities for such established games of English origin as Rugby football, cricket, archery, field hockey, lawn bowling, polo and tennis. Because of these provisions the city's population has received the addition of a not inconsiderable number of comfortably-off residents.

WITH the growth of leisure opportunities, especially as the result of a machine-age civilization, the call comes to communities to provide more and yet more desirable openings for its people to make use of and enjoy that leisure. And well up among the progressive communities, Pasadena has done and is doing its part in providing such opportunities.

Among some of the more widely known indoor facilities for recreation, entertainment and instruction, the Pasadena Commu-

ity Playhouse is widely known across America and in Europe for its practical encouragement of good drama. Its graduates are to be found appearing on leading theater stages and in motion-picture productions of outstanding merit.

Pasadena's Civic Orchestra is notable among musical organizations of the Pacific Coast; and the Community Dances, held twice-weekly in the beautiful Civic Auditorium, have attracted leading dance orchestras of the West and the East.

PASADENA has within its immediate radius several of the prominent higher educational and research institutions of the United States. The California Institute of Technology needs no introduction to physicists, chemists, biologists, geologists and engineers of both hemispheres. Mt. Wilson Observatory's standing in astrophysical and optical research is also of world-wide note.

Jointly operated by the California Institute and the Carnegie Institution is the Seismological Laboratory at Annandale, where some of the most advanced study of earthquake phenomena is carried on.

To the Huntington Library and Art Gallery, in nearby San Marino, scholars of repute are attracted to investigate and interpret the priceless old manuscripts and first editions there collected. The Art Gallery, recently extended, has some of the famous Gainsborough and other English School paintings. The Huntington botanic gardens are famed for their variety.

Coronation of Tourney Queen Colorful Event

(Continued)

twelfth reign of a queen; be it proclaimed that Queen Muriel and her court hereby pledge themselves and adjure all her faithful subjects to evince their loyalty in an endeavor to inspire cheerfulness, good fellowship and happiness throughout her realm during this festive season. We now proclaim Muriel Queen of the Tournament of Roses for 1935."

Success of Tournament

C.ELMER ANDERSON, who was hailed as the "first gentleman" in Queen Muriel's reign, predicted the largest attendance for the combined events in the Tournament's history, following the Rose Bowl "sell-out" and the record number of parade entries.

The coronation participants crossed the dance floor to the dance band stage between two rows of Junior College Bulldog Bandmen in their red uniforms. Three trumpeters announced the event.

The Scottish Rite participants appeared first, followed by members of Queen Muriel's court, including Dorothy Bruce of Pasadena and Shirley Chamberlain of Sierra Madre, in pink; Lucille Spelts and Lynn Smith, Pasadena, in blue; and Catherine Butler, Arcadia, and Emily Bettanier, Pasadena, in yellow.

The queen wore white and a Talisman rose corsage. The crown was carried on a pillow.

Former "Queen" of Tourney Attends

BOWERS of flowers in each corner of the ballroom were occupied by Catherine Fricke, Barbara Gibson and Barbara Nichols, all of Pasadena.

Treva Scott, "queen" of the 1934 Tournament of Roses, was the only ruler of previous pageants at the ball. Harold Lloyd, the film star, grand marshal of the parade, was unable to attend because of the serious illness of his father at Palm Springs.

Entertainment was provided by the Stanford University Glee Club.

The committee in charge included Ray C. Maple, chairman; Robert M. McCurdy, George S. Campbell, C. W. Norris, Cyril Bennett and Russell A. Stapleton.

High ranking naval officers, including Admiral J. M. Reeves, commander-in-chief of the United States fleet, accepted invitations to be guests at the ball.

Teamwork of Many Aids Successful Tournament

(Continued)

Board of Directors—Charles Cobb (who died before his year of office was completed), president; C. Elmer Anderson, vice-president; George S. Campbell, secretary; H. M. Cole, treasurer; William Dunkerley, executive secretary and manager; Cyril Bennett, David N. Booher, Frank M. Brooks, J. W. Charleville, Charles E. Everard, Jackson W. Kendall, Harlan G. Loud, J. W. McCall, Jr., D. E. McDanel, Dr. Z. T. Malaby, Ray C. Maple, J. J. Mitchell, H. M. Nickerson, C. W. Norris, Grant Orth, George S. Parker, C. Hal Reynolds, Stephen W. Royce, Dr. R. E. Simpson, R. R. Sutton and Harry M. Ticknor.

Honorary Directors—Charles M. Coleman, W. F. Creller, Leslie B. Henry, Frank G. Hogan, B. O. Kendall, W. L. Leishman, D. M. Linnard, E. D. Neff, E. T. Off, Jack F. Rissman, L. H. Turner, J. H. R. Wagner and Carl G. Wopschall.

Parade Committee—Frank M. Brooks, chairman; D. N. Booher, vice-chairman; J. W. Charleville, Eldon J. Fairbanks, James K. Ingham, Dwight E. Keider, Jackson W. Kendall, L. K. Leishman, Dr. R. E. Simpson, Charles A. Strutt, Max H. Turner, Roy G. Christensen, Mrs. Winfield S. Schoaf, Mrs. H. G. Cattell, Mrs. Sidney T. Exley, Mrs. Frederick C. Marsh, Mrs. J. A. Elms, Mrs. W. W. Nash, Mrs. Mollie G. Randall, Miss Fannie M. Kerns and Mrs. Arthur J. Wingard.

Broadcasting—Cyril Bennett, William Dunkerley, J. J. Mitchell, D. E. McDanel and George S. Campbell.

Budget-Finance—D. E. McDanel, George S. Campbell, A. E. Danielson and William Dunkerley.

Distinguished Guests—C. Elmer Anderson, H. M. Ticknor and George S. Parker.

Equestrian Entries—David N. Booher, Brooks Gifford and Dr. Z. T. Malaby.

Grounds—Grant Orth.

Insurance—H. O. Comstock, J. K. Ingham, Dwight E. Keider, B. O. Kendall, Ray C. Maple, J. W. McCall, Jr., and William P. Welsh. Judging—Harlan G. Loud and E. K. Davis.

Music—H. M. Cole, H. M. Nickerson and R. R. Sutton.

Parade Censors—George S. Campbell, A. R. Benedict, A. G. Marcus, Edgar W. Maybury and George L. Schuler.

Parade Participants—Dr. R. E. Simpson, Tallman H. Trask, R. R. Sutton; assisted by W. B. Wilkinson and Cecil F. Martin.

Police and Traffic—D. E. McDanel, Norbert Murray, Carl G. Wopschall.

Post Parade—Jackson W. Kendall, Stanley K. Brown, Dr. R. E. Simpson, Charles A. Strutt, Max H. Turner, F. W. Birnie and Charles Day.

Parade Route—J. W. McCall, Jr., C. Elmer Anderson, D. N. Booher, Frank M. Brooks and George S. Campbell.

Street Decorations—C. W. Norris, L. C. Baxter and Robert M. Lawson.

Tournament Ball—Ray C. Maple, George S. Campbell, Harlan G. Loud, R. M. McCurdy, C. W. Norris, Cyril Bennett, Gilbert L. Skutt and Russell A. Stapleton.

Tournament Entries—Charles E. Everard, Dr. J. Howard Furby and

Cyril Bennett.

Trophies—C. Hal Reynolds, Stephen W. Royce and E. A. Lockett.

Parade Officials by Divisions

Grand marshal, Harold Lloyd; chief-of-staff, Capt. J. W. McCall, jr.; adjutant, Robert M. McCurdy; aides, Lt.-Col. C. C. Stokely, Charles A. Keskey, George Lind and Thomas R. Lee.

First division: Marshal, A. W. Anderson; aides, Malcolm Field, Thomas Muff and Leon Kingsley.

Second division: Marshal, Harold C. Schafer; aides, Robert Stivers, M. Caines and William Schuberth.

Third division: Marshal, Clyde K. Warren; aides, George H. Hazeltine, William E. Alworth and Jay Jones.

Fourth division: Marshal, William P. Welsh; aides, Carroll Ridgway, Harry Williams and G. Glass.

Fifth division: Marshal, Thornton Hamlin; aides, F. D. O'Brien, Frederick Ridgway and N. H. Shaw.

Sixth division: Marshal, Harold P. Huls; aides, A. H. Hazard, G. B. Miller and Philip McGrath.



President Charles Cobb Revered for Civic Work

THREE months short of witnessing the fruition of his efforts as president of the 46th Tournament of Roses, on October 14, Charles Cobb, who had served his community in many capacities and been active especially in promoting the success of the midwinter tournament, died at the early age of 37 years. His duties as head of the association were assumed by C. Elmer Anderson, vice-president.

Mr. Cobb, a native of Nevada, had had most of his schooling in Pasadena, and worked his way up in the Santa Fe Railway system to passenger agent. He served in the transportation corps during the World War, was a member of the American Legion, and past president of the Pasadena Kiwanis Club. His funeral was attended by a large gathering of his friends and associates, who knew the hard and unselfish work he had done for the city.



Eleven Years of Sweepstakes Winners

1924 Glendale	1929 Glendale
1925 Angelus Temple	1930 Beverly Hills
1926 Long Beach	1931 Glendale
1927 Beverly Hills	1932 San Marino
1928 Beverly Hills	1933 Glendale
	1934 Long Beach

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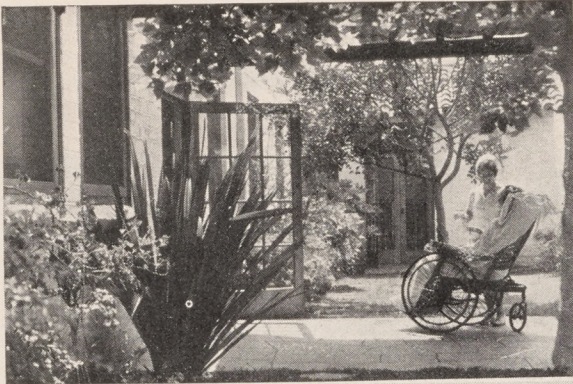
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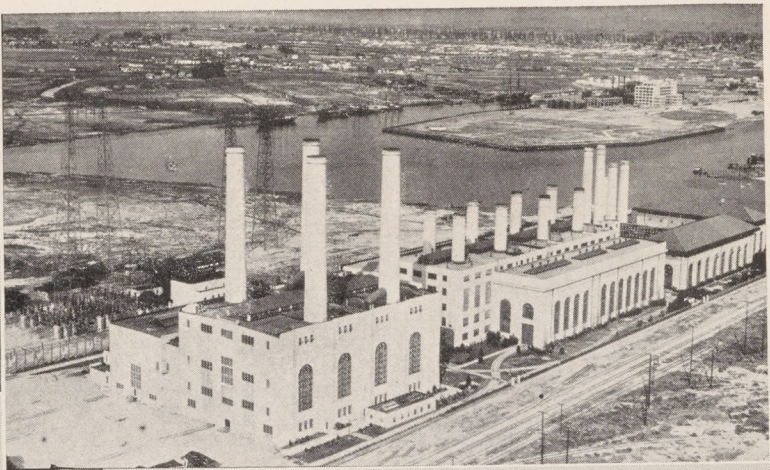
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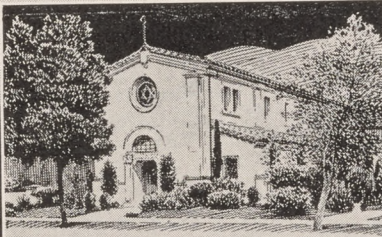
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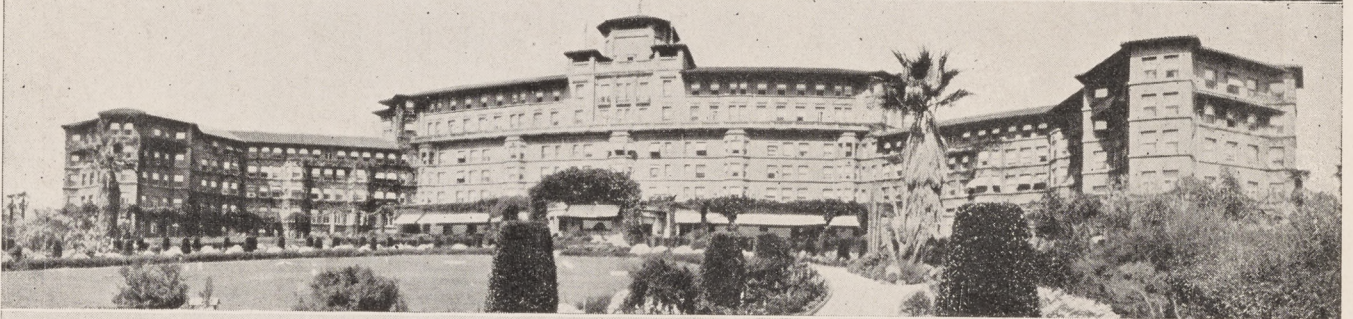
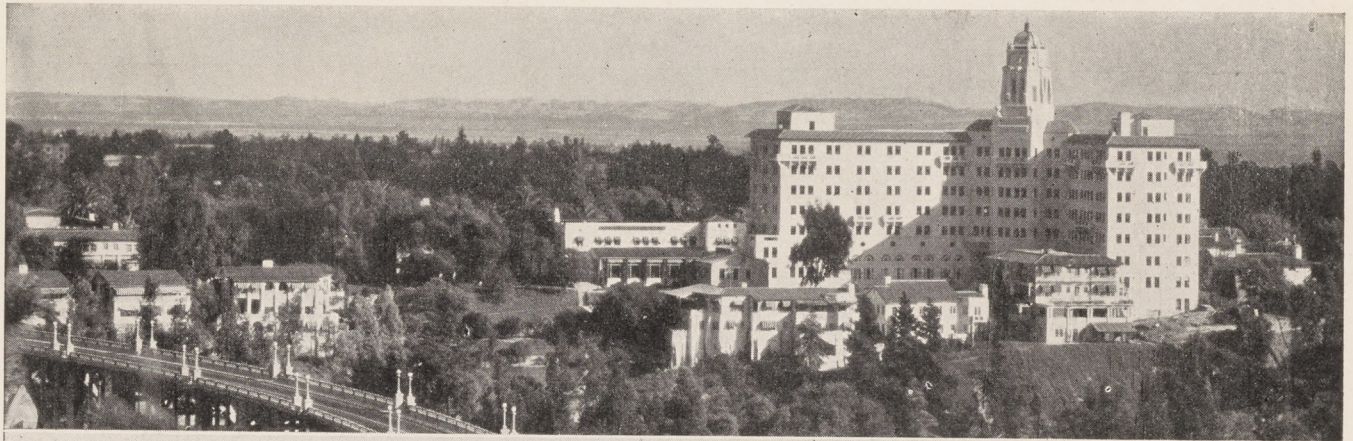


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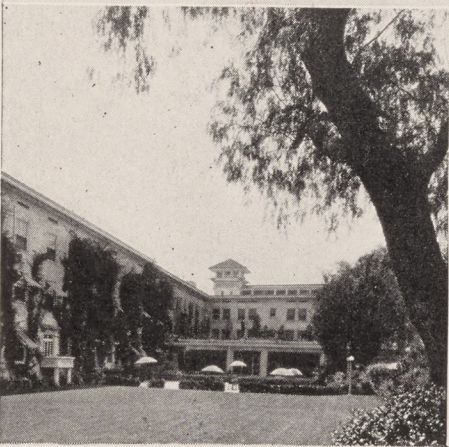
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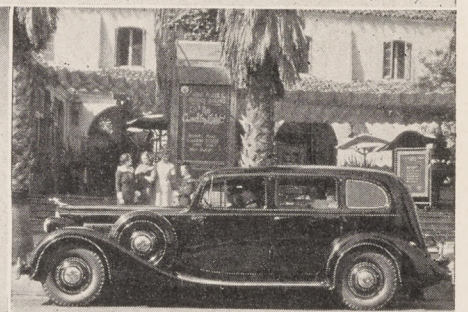


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